

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)
)
Amendment of Section 73.202(b)) MM Docket No. 99-144
Table of Allotments,) RM-9538
FM Broadcast Stations)
(Wake Village, Texas; Arcadia,)
Gibland and Hodge, Louisiana)

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To: The Chief, Allocations Branch

REPLY COMMENTS

Comes now Contemporary Communications ("Contemporary"), pursuant to Section 1.415 of the Commission's Rules, and submits the following *"Reply Comments"* in response to the various counterproposals filed in the above-referenced proceeding.

1/ The various counterproposals were placed on Public Notice on October 18, 1999 (Report No. 2366), which specified that *"Reply Comments to these counterproposals should be submitted in this docket no later than 15 days after the date of this Public Notice"*. Thus, the instant comments are timely filed.

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BACKGROUND

In its counterproposal, filed June 25, 1999, Contemporary proposed the allotment of Channel 231C2 to Hodge, Louisiana, as that community's first local service. Contemporary's counterproposal is mutually-exclusive with the proposal of Houston Christian Broadcasters, Inc. ("HCBI") involving the substitution of Channel 223C3 for Channel 223A at Wake Village, Texas, and the concomitant substitution of Channel 231C3 for non-adjacent Channel 223A at Arcadia, Louisiana. Contemporary's counterproposal is also mutually-exclusive with a counterproposal filed by Baker Creek Broadcasting Company ("BCBC") seeking the allocation of Channel 231C3 to Gibsland, Louisiana, as that community's second local FM channel ("BCBC" incorrectly stated in its original filing that an allotment of Channel 231C3 to Gibsland would represent the community's first local service, however in a "Supplement to Counterproposal", BCBC correctly noted that the allocation would represent a second local service).

Based on the allotment criteria set forth in *Revision of FM Policies and Procedures*, 90 FCC2d 88, 51 RR2d 807 (1982), *recon. denied* 56 RR2d 448 (1984), conflicting proposals are weighed as follows:

- (1) First full-time aural service;
 - (2) second full-time aural service;
 - (3) first local service;
 - (4) other public interest matters.
- [(Co-equal weight given to priorities (2) and (3).)]

As such, pursuant to established policy, the allotment of Channel 231C2 to Hodge, Louisiana, as the first local service to that community, must be preferred over

upgrades at Wake Village, Texas, and Arcadia, Louisiana. The allotment of a new channel to Hodge must also be preferred over a second channel at Gibsland, Louisiana.

**HODGE IS AN INCORPORATED COMMUNITY AND
DESERVING OF LOCAL BROADCAST SERVICE**

As noted in Contemporary's counterproposal, Hodge is an incorporated community (population 562) ^{2/} located in Jackson Parish, Louisiana (population 15,705). Hodge has its own Post Office (zip code 71247), its own city hall, a police department and a fire department. Hodge also has several churches, including Hodge United Methodist Church, Hodge Baptist Church, Hodge Assembly of God and Hodge United Pentacostal Church. Hodge also has a bank (Hodge Bank & Trust), a school (Hodge Elementary), and various businesses, including Hodge Insurance, Dollar General, East Side Grocery, Copeland's Electric, Movies Galore, Johnny's Jewelry and Village Home Apartments. Hodge also has its own Southwest Bell telephone exchange (259). As such, Hodge is much more than a "quiet village" and possesses the requisite indicia of a community for allocation purposes.

EXPRESSION OF INTEREST

Contemporary Communications hereby expresses its continuing support for the allocation of Channel 231C2 at Hodge, Louisiana, and will, upon adoption of a Report and Order allocating Channel 231C2 to Hodge, file an application for a construction permit for a new station at Hodge. If granted, Contemporary will construct and operate a new FM station at Hodge, Louisiana.

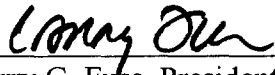
^{2/} Population figures from the 1990 United States census.

VERIFICATION

In accordance with Section 1.52 of the Commission's Rules, I, Larry G. Fuss, President of Contemporary Communications, certify that I have examined the foregoing "Reply Comments" at that it is true and correct to the best of my knowledge and belief.

Respectfully submitted,

CONTEMPORARY COMMUNICATIONS



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November 1, 1999

CERTIFICATE OF SERVICE

I, Larry G. Fuss, certify that I have this 1st day of November, 1999, sent by regular United States mail, postage prepaid, a copy of the foregoing "Reply Comments" to the following:

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